



natural

awakenings

MEDIA KIT • 2025

WESTCHESTER, PUTNAM & DUTCHESS COUNTIES
914-293-7410 • WakeUpNaturally.com



2025

EDITORIAL CALENDAR

NATURAL AWAKENINGS DEPARTMENTS:

- | | | |
|---------------|------------------|--------------|
| News Briefs | Wise Words | Healing Ways |
| Health Briefs | Conscious Eating | Healthy Kids |
| Global Briefs | Inspiration | Natural Pet |
| Eco Tip | Green Living | |
| Feature Story | Fit Body | |
-

January

Health & Wellness

February

Happy Heart

March

Natural Living Directory
Food & Nutrition

April

People, Planet & Purpose

May

Women's Wellness

June

Men's Health

July

The Great Outdoors

August

Harmonious Living

September

Gut Vitality

October

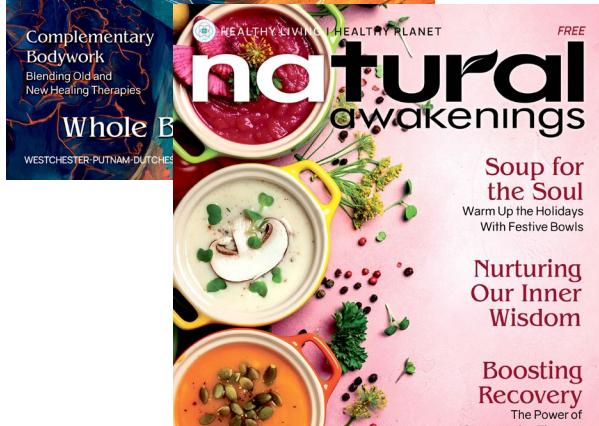
Brain Gain

November

Balancing Energy

December

Embrace Joy



EDITORIAL SUBMISSION DEADLINE

Due on or before the 8th of the month prior to publication.

FEATURE ARTICLES • Length: 700-1000 words

Articles featured in Natural Awakenings cover a wide range of subjects in the areas of health, healing, inner growth, fitness and Earth-friendly living. Articles should be written in layman's terms and impart information in a way that does not sound self-serving. Rather than tackling a vast subject, it is better to focus on a particular segment (example: Using Chinese Medicine to Treat Menopause, rather than Everything You Want to Know About Chinese Medicine). We reserve the right to edit all submissions if necessary. Please include a brief biography at the end of your article.

NEWS BRIEFS • Length: 200-250 words

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy, or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your News Briefs in the third person.

HEALTH BRIEFS • Length: 300-400 words

Health Briefs are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy, (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Please include any references.

HOW TO SUBMIT EDITORIAL

- All editorial must be in digital format. No faxed or printed submissions will be accepted.
- Editorial submissions should be emailed to Erica@WakeUpNaturally.com. Include name, business and phone number with all editorial submissions. We reserve the right to edit all submissions for length, style and clarity. Must be informative and educational, not promotional. Publication is based upon a number of factors including topic, quality of writing, and space availability.
- See complete guidelines on WakeUpNaturally.com (click "Submit Editorial" at very top of page).

PHOTOS AND GRAPHICS

Be sure to include any photos or graphics in .jpg format, as an email attachment. No low resolution photos.

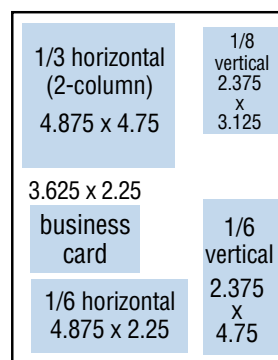
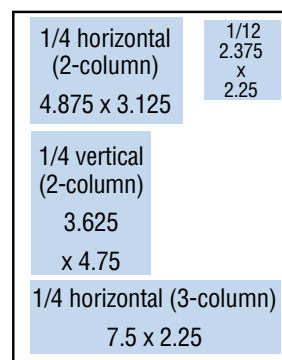
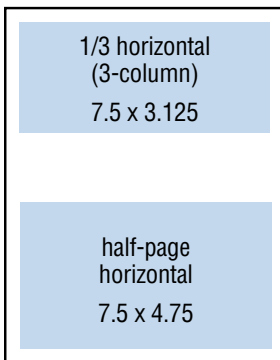
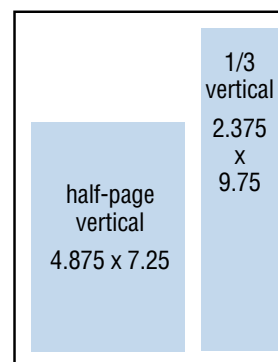
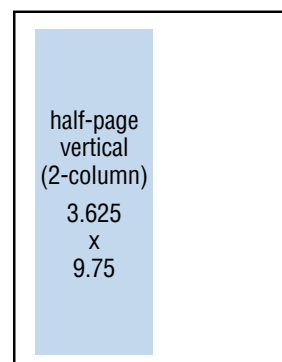
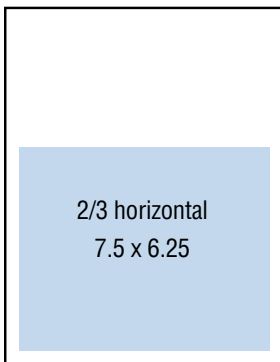
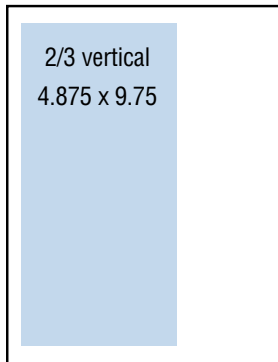
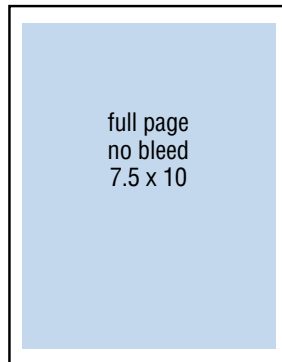
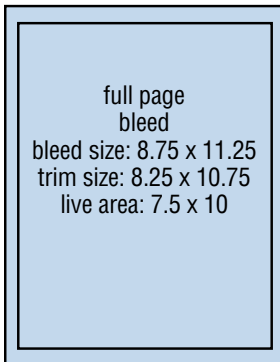
CALENDAR LISTINGS

- Magazine listings due the 8th of the month prior to publication.
- Website listings can be submitted at any time.
- The Calendar is a wonderful resource for filling your workshops and events - in the magazine and on WakeUpNaturally.com.
- Display advertisers receive 5 free listings/month and CRD/MYC advertisers receive 2 free/month. Distribution sites receive 2 free/month. 5 free maximum/month.
- For guidelines and to submit Calendar listings, visit WakeUpNaturally.com (click "Submit Calendar" at very top of page).

Contact Us

Natural Awakenings - Westchester,
Putnam & Dutchess Counties Edition

Erica Mills, Publisher
ph 914-293-7410
WakeUpNaturally.com
Erica@WakeUpNaturally.com



Ad Design Service

The contract rates listed in our rate kit are for camera-ready ads.

Ad design services are available if needed for an additional fee as outlined in the rate sheet.

Inquire for specific details pertaining to your ad size.

No computer-printed material or website images will be accepted.

Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.

Please send all advertising graphic files to:

**Erica@
WakeUpNaturally.com**

Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

1) Press-ready Adobe Acrobat® PDF file; PDF/X1a is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please “flatten” all files with fonts embedded before saving. Export from InDesign or Quark Express as ‘Press Quality’.

2) Press-ready JPG & EPS files are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

3) Layout:

- Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
- Do not add printer's crop marks to any file
- Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
- All files must be CMYK or Grayscale. Do not use spot, RGB or LAB colors.
- Do not embed ICC profiles in images
- Avoid scaling images. If necessary, stay within 50%-150% range
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

4) Fonts:

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

FITNESS

YOGA ~ PILATES ~ FITNESS NETWORK

Join us and align your studio/practice with Natural Awakenings. Reach thousands of readers in print and online. Highlight your practice with a pose for health, directory listing or share your news.

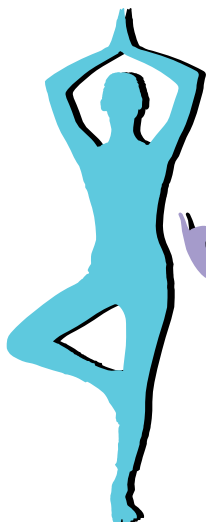
- **Featured Yoga~Pilates~Fitness News: \$250.** Teacher trainings, retreats and other news. (250 words +photo)
- **Pose for Health: \$150.** A great way to be highlighted. Includes one pose and description of the health benefits of that pose. Contract for 5 or more poses in one month or a monthly pose (minimum of 6 months) and enjoy a discounted rate of the rate of \$125 per pose. (150 words +photo).
- **Place a 1/3-page display ad or larger** at our 1x ad rate and one of the above options can be included with the ad for no extra charge.
- **The Yoga~Pilates~Fitness Network: \$325.** List your studio/practice on the YPFN page for 12-month for an affordable 1x fee of \$325. Includes 2 monthly calendar listings to promote your classes and group events. Plus a News Brief.
- **Sign up for a Resource Guide Listing (CRG) for 12 months** or one of our 12-month Marketing programs and feature your practice with a Fitness Brief or Pose for Health in the Fitness section in addition to a News Brief.

Contact us for more details

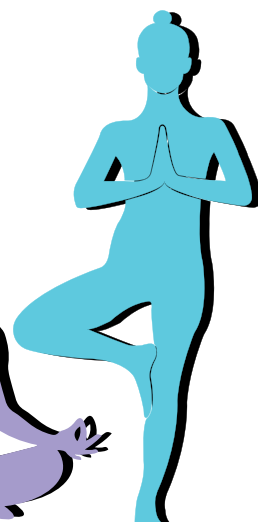
👤 DANA BOULANGER | 📞 914-760-5645

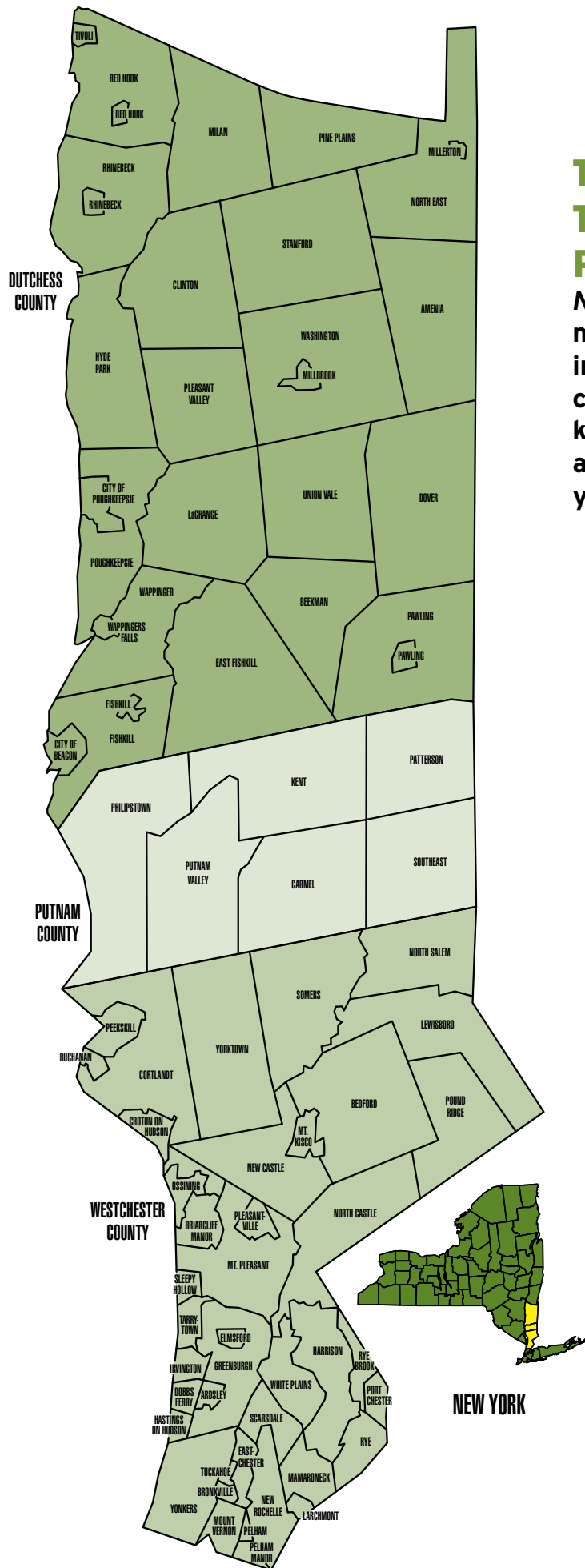
✉ Westchester, Putnam & Dutchess
Dana-NA@WakeUpNaturally.com

✉ Fairfield & Southern Litchfield
DanaB@eNaturalAwakenings.com



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Tri-County Distribution Throughout Westchester, Putnam and Dutchess

Natural Awakenings offers targeted marketing with regional exposure both in print and online starting with \$20 calendar listings up to premium marketing packages. We can customize a marketing program that works for your business.



In Print and Online
Available in print, as well as digitally online at www.WakeUpNaturally.com

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NATURALAWAKENINGS.COM/ADVERTISE

Target Marketing Opportunities



OUR MISSION

To **empower** individuals to live a healthier lifestyle on a healthier planet.

To **educate** communities on the latest in natural health and sustainability.

To **connect** readers with local wellness resources and events, inspiring them to lead more balanced lives.



THE FACTS

- 1.3+ million monthly readers
- 50+ markets
- 18,000+ distribution points
- 27 years of leadership in the naturally healthy, green-living marketplace
- 80% of our readers purchase products or services from ads seen in our magazine
(According to a 2016 survey of our readers)



BREAKDOWN

- FULL PAGE
National Insertion

\$12,500/month

- HALF PAGE
National Insertion

\$7,900/month

- QUARTER PAGE
National Insertion

\$4,950/month

Limited Time, Limited Space



Ask Us About Additional Offerings

Web advertising on national site • Social media exposure • Email advertising

Ad is subject to approval by Natural Awakenings

advertising agreement

Contract Length: 12 mos. 6 mos. 1-3 mos. From _____ Through _____

A. Display/Print Ad

Ad Size _____ Price/Month \$ _____
 Calendars \$ _____ Classifieds \$ _____
 CRG Print \$ _____ Yoga \$ _____ Coop Ad \$ _____
 NLD Listing 1st _____ 2nd _____ 3rd _____ Book \$ _____
 Biz Spotlights \$ _____ Pract Profile \$ _____
 Local Listings \$ _____ Other \$ _____
 Subtotal \$ _____

B. Online Ad

Ad Type _____
 Page Placement _____ Price/Month \$ _____
 Subtotal \$ _____

C. Integrated Ad Packages

Package Type (# or Custom) _____
 Package per Month TOTAL \$ _____

D. Design Fee

Print Display Ad Design TOTAL \$ _____

Total of All Ad Placements

1st Month TOTAL with Design \$ _____
 Add boxes A through D
 Monthly Investment \$ _____
 Add boxes A through C

Broken contracts: You are liable for unearned discounts and an administrative fee of 25% of your monthly rate. Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

Payment via credit card only. We gladly accept:

 MasterCard  Visa  AmEx

Amount \$ _____ Frequency monthly one-time

Credit Card # _____

3 or 4 Digit Verification Code _____ Exp _____

Name As it Appears on Credit Card: _____

Billing address for Credit Card: _____

City _____ State _____ Zip _____

I authorize Natural Awakenings to bill the card listed above for the amount specified in the Total sections of the worksheet for the duration of this contract. I understand my credit card will be charged between the 15th and 30th of the month prior to publication.

I agree to the terms of this contract. I understand cancellation penalties, deadlines, waiver of responsibility, design fees, and payment policies

Renewals: Multi-month agreements are automatically renewed and based on the rate structure and advertising in place at the time of renewal. To cancel, notify us in writing at least 30 days prior to the 1st of the month.

Signature _____

Notes _____

Fill out this form. Calculate your price in the worksheet. E-Mail camera ready ad or ad material to Erica@WakeUpNaturally.com. Complete payment section. Email contract or send text to 1-914-830-8306 with photo. For assistance call 1-914-293-7410.

Name _____ Date _____

Business Name _____

Address (if different from billing address) _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____ Website _____